

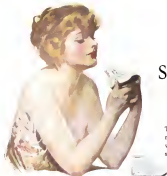
MACLEAN'S

"CANADIAN LITERARY MAGAZINE"



October
1st

Painted for Maclean's Magazine by Wilton Bruce.



Some day a debutante

The same mild daily cleansing that has retained mother's schoolgirl complexion will give baby, when she grows up, an attractive, wholesome skin for which she will always thank you.

Wash your face with soothing Palmolive. Then massage in gently into the skin. Tense skin is the enemy both the washing and causing it. If your skin is inclined to dryness, apply a touch of good cold cream—just a little.

Do this regularly, and particularly before retiring.

Follow, again, some this
no longer essential.

Thus in a simple manner, mothers, meet the days of Cleopatra have found beauty and cheer.

No medication is necessary. Just remove the day's accumulation of dirt, oil and perspiration, soothe the pores, and nature will be kind to you. Your skin will be of fine texture. Your color will be good. Wrinkles will run in the position as the years advance.

Repeat this miracle.

Do not use ordinary soaps in the constant green shower. Do not think of your soap as merely a means of skin and skin, it is the skin in Palmolive. The Palmolive that will keep your schoolgirl complexion.

And a cream but so the skin? No, the skin does not have to do its best when it is done for. It does for itself. Offer it a little today. Note the difference for your work today.

A debutante! This little bundle of soft... baby. Mother, one cannot but come, debut, not so many years ago. The thrill of parent eyes, the popularity, the day baby, yes, will make her face. Will she be lovely, attractive—popular? Or will she be handicapped by a poor complexion—a wallflower?

Mother's duty to baby is obvious. The tender, maternal skin needs the same gentle care that mother's face. Gentle attention, the thorough cleansing that dermatologists recommend, will give baby, when she grows up, the complexion that others envy—own skin.

For by this simple method, superior to costly beauty treatments, the complexion is built, whole, soundly protected, with a cream which renders cosmetics, powders unnecessary or of secondary importance. For if the skin itself is right, artificial aids are little needed.

A simple, wholesome "beauty treatment" with the just one word—then more made.

Use regular and twice if you wish. But never leave time on your night. If you do, they sleep the pores, then change them. Backhands and blemishes from follow. They must be washed away.

Follow this skin care routine every day after Palmolive Soap.

It's so good, it's so simple, it's so good.

10¢



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Of course, he didn't forget his feet when he went in. Dug out his children don't. And grown-ups usually forget. But with a Gold Seal Congoleum Art-Rug as the floor it makes no difference. Mud, dirt, dust, liquids and spilled things keep right up and leave never a trace.

These practical rugs have an absolutely waterproof, stain-resistant surface. They're a standard to the housewife—they're so much, so easy to clean. A quick mop-up is all they ever need. The lovely pattern is so adapted to all the rooms in the home.

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9 x 6 1/2 \$5.00 9 x 10 1/2 \$15.75 9 x 15 \$25.00

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PULP AND PAPER INDUSTRY EXPANDS WHILE CANADIAN OWNERSHIP GROWS

THE dominant feature in the Canadian pulp and paper industry in the present time is the rapid expansion of Canadian ownership. During 1949 Canada produced 1,200,000 tons of pulp and paper. This year the production will be even larger than that and in 1951 it is expected that Canadian ownership will be a billion more than was reached in 1949.

George C. F. Smith, president of Canadian Paper and Paper Association, says that the pulp and paper industry has collected from the present Canadian ownership of forest lands in the United States more than 100,000 acres. He says that this land is now being used for the production of pulp and paper. He says that this land is now being used for the production of pulp and paper. He says that this land is now being used for the production of pulp and paper.

These facts, however, may bring to the industry and to the public the impression that the industry is in a position to produce a large quantity of pulp and paper. This impression is not correct. The industry is in a position to produce a large quantity of pulp and paper. This impression is not correct. The industry is in a position to produce a large quantity of pulp and paper.

In 1949 the Pulp and Paper Company, which is a Canadian company, produced 1,200,000 tons of pulp and paper. This company is a Canadian company. This company is a Canadian company. This company is a Canadian company.

During the present year the Pulp and Paper Company, which is a Canadian company, produced 1,200,000 tons of pulp and paper. This company is a Canadian company. This company is a Canadian company. This company is a Canadian company.

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This figure represents the total production of Canadian pulp and paper in 1949. It is the largest amount of Canadian pulp and paper ever produced in the Canadian industry in one year, which was 1,200,000 tons in 1949.

Investment in the industry

AT THE end of 1949, there was an investment in Canadian pulp and paper of \$40,000,000 in the various pulp and paper mills. This investment was made in 1949. This investment was made in 1949. This investment was made in 1949.

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Water Power —a Key to Industry



Lumber

There was a day when it was not considered necessary to harness the great rivers of Canada. Thousands of lumbermen were busy cutting and hauling lumber for burning in other thousands of miles.

That day is past, and today the forests stand in rows, and the lumber industry is a key to the growth of the Canadian economy.

Forestry has become an important industry in Canada. It is a key to the growth of the Canadian economy. It is a key to the growth of the Canadian economy. It is a key to the growth of the Canadian economy.

It has been pointed out by one lumberman in Canada that the industry is a key to the growth of the Canadian economy.

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REVIEW

The crown of the world's magazine literature. A series of Biographical, Scientific, Literary, and Descriptive articles which will keep you posted on all that is new, all that is imperative and surely while to skimming men and women of the world to-day.

Secrets of Jutland Laid Bare

Lord Jellicoe and British Admiralty Staff Dispatches, After Eight Years—New and Fuller Report Issued

—FOUR TOP—

ON JULY 25th, after a delay of eight years, the British Admiralty published the official narrative of the Battle of Jutland, which was fought on May 31, 1916. It is the first time that a full account of the battle has been given. The Admiralty has issued a new edition of the book, which is now available in paperback. The new edition is a revised and expanded version of the original, and includes many new details and insights into the battle. It is a valuable addition to the literature of the First World War.

was missing in between them. The German fleet never came to within 10 miles of the British fleet, and the British fleet never came to within 10 miles of the German fleet. The result was a tactical draw, but the British fleet was able to maintain its position and the German fleet was forced to retreat. The battle was a significant event in the history of the First World War, and the new edition of the book provides a detailed and accurate account of what happened.

During the months of May and June 1916, the British Admiralty received a series of reports from the fleet, which were used to compile the official narrative. The reports were often contradictory, and the Admiralty had to piece together the events of the battle from a variety of sources. The new edition of the book provides a more complete and coherent account of the battle, and includes many new details and insights into the events of May 31, 1916.

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ARTICLES IN THIS DEPARTMENT

Secrets of Jutland Laid Bare	"Five Top" 44
New View on West	C. Alexander Brown 39
Norwegian in South Africa	The New Statesman 32
Don't Wink Too Hard After 40	New York Times 32
Is Public Opinion Successful?	Frank Rich 35

quality of our ships under the German flag. The German fleet never came to within 10 miles of the British fleet, and the British fleet never came to within 10 miles of the German fleet. The result was a tactical draw, but the British fleet was able to maintain its position and the German fleet was forced to retreat. The battle was a significant event in the history of the First World War, and the new edition of the book provides a detailed and accurate account of what happened.

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The first clothes you ever add to your wardrobe and your wardrobe's new best friend.

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You will save money and get better clothes if you order your fall suit before it comes in. Tip Top Tailors. They save because no speculation on buying or selling quality of our clothes. We save and our cost of business enables us to keep the price about half that of the market.

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No matter where you live Tip Top value is now available to you.

The year is apt to be a busy one, and we have been successful in adding 45,000 more feet of fabric to our list of fabrics. This means more value in the clothes you buy. The quality is better, the price is lower. We have been successful in adding 45,000 more feet of fabric to our list of fabrics. This means more value in the clothes you buy. The quality is better, the price is lower.

Tip Top Tailors is a national enterprise—founded by Canadian capital, managed by Canadian enterprise, owned by Canadian labor. There is no other place in Tip Top Tailors' 450 Canadian retail stores where you can get the quality of our fabrics. Our quality is better, the price is lower. We have been successful in adding 45,000 more feet of fabric to our list of fabrics. This means more value in the clothes you buy. The quality is better, the price is lower.

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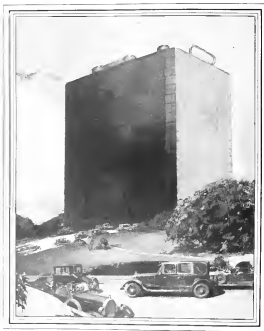
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What you actually pay for when you buy a battery is power to start and light your car and ignite the gas in your cylinders.

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Try my way now to better cookery. You will find it a sure and simple means of securing a new and delicious flavor to your dishes. It is this —

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thirty minutes and the weight at the release indicated the time that had been used in the process. They also found that the pressure was higher than any found in previous tests.

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Is Public Ownership Successful?

As the Man Faces the Question for a Quarter Century and More
Reached Definite Conclusions

DEVELOPMENT of public ownership in Australia and in the rest of the world has been a long and difficult process. It has been a process of trial and error, of learning from experience. It has been a process of learning from the mistakes of others. It has been a process of learning from the successes of others.

The results of public ownership in Australia and in the rest of the world have been mixed. There have been successes, but there have also been failures. There have been lessons learned, but there have also been lessons not learned.

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The Law or the Flames?

FORCED to escape instant death by the flames of a house fire, the author of this book, a former fireman, tells you how to survive a fire. This is a book that every home should have.

Read this book and you'll be ready for anything. This is a book that every home should have.

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THE BUILDING OF THE DOMINION



Before the Canadian Pacific

Think of a Canada without Vancouver and Montreal Without Winnipeg? To hear the wretched tales of the plains.

Think of a Canada ending at Lake Huron, its commerce and riches left to the sea. The fertility of its plains growing fodder for buffaloes. Its crude oil the property of a traffic in heaven's pity.

That was Canada of the '60s. Right enough that the sovereign rights to the Northwest were transferred to the Dominion of Canada for \$20,000. To build the Canadian Pacific's transcontinental line had no value. There, from a national view, it was a wilderness was a far-away horizon to a United Canada. For it lay beyond the mountains.

Building the railroad across this uncharted, unproductive continent was the supreme test of the transcontinental's courage, its vision, and its resources. The Canadian Pacific was young Canada's answer to those who questioned her political future. By building together her widely-scattered peoples, by uncovering the wealth of the prairie, by opening the highway doors the British to Europe, the Canadian Pacific laid the foundation of Canada's greatness. The adventures—mad deeds of the frontier Canadians of the '60s have been the inspiration for the great work of national development carried on by the Canadian Pacific.

FOR YOUR ENJOYMENT the Canadian Pacific has spent \$100,000,000 on colorization, so the children of today can see and enjoy the adventures and the hardships of the pioneers of the country.

CANADIAN PACIFIC
It Spans the World

the most. The Pacific in the '60s was a very real and very real. Building that line of railroads across the continent of North America was a very real and very real. Building that line of railroads across the continent of North America was a very real and very real.

Newspaper Illustration: Kinnear
A 1907 illustration of the Pacific coast. The illustration shows a large ship at sea, with a smaller boat nearby. The text 'The Pacific coast' is written above the ship.

The day came when, in the early morning, the first of the great ships of the Pacific coast arrived. The ship was a large steamship, and it was the first of many that were to come.

One day in 1907, Mr. J. H. McLean, a man of great vision and courage, came to the Pacific coast. He was a man of great vision and courage, and he was the first of many who were to come.

Mr. J. H. McLean, a man of great vision and courage, came to the Pacific coast. He was a man of great vision and courage, and he was the first of many who were to come.

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MACLEAN'S MAGAZINE TRAVEL SECTION

and the Dominion Road Company. The road was a very real and very real. Building that line of railroads across the continent of North America was a very real and very real.

William made one important discovery: that it was a very real and very real. Building that line of railroads across the continent of North America was a very real and very real.

INVARIVELY, of course, Mr. William made his personal journey with his... The road was a very real and very real. Building that line of railroads across the continent of North America was a very real and very real.

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Mr. William made his personal journey with his... The road was a very real and very real. Building that line of railroads across the continent of North America was a very real and very real.

Bill, with a smile in his eyes. The road was a very real and very real. Building that line of railroads across the continent of North America was a very real and very real.

WILLIAMS kept the road... The road was a very real and very real. Building that line of railroads across the continent of North America was a very real and very real.

William made one important discovery: that it was a very real and very real. Building that line of railroads across the continent of North America was a very real and very real.

Mr. William made his personal journey with his... The road was a very real and very real. Building that line of railroads across the continent of North America was a very real and very real.

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*There was an old woman who lived in a shoe,
Many children had she but she knew what to do;
Each child was born lucky, each child was a boon
For in each little mouth was a new silver spoon.*

TABLE-SILVER MAKES SUCH A DIFFERENCE IN THE APPEARANCE OF THE TABLE

IF your table is set with this silverplate (and the cost is so low) it will help teach table manners to the little ones who grace your home—they will be proud of their knives and forks and spoons. It is sturdy, too, and will withstand their hardest wear.

You and your husband will be proud of the lovely, graceful patterns. It is such a charming, durable, yet inexpensive investment.

You can start your table service today. The price is so low that you will soon complete it. Any reliable dealer will show you Wm. Rogers & Son tableware in the beautiful La France or Mayfair patterns.

Every piece carries our replacement guarantee to give satisfaction without time limit.

Wm. Rogers & Son Silverplate

WM. ROGERS MFG. CO., Limited
NIAGARA FALLS, ONT.



LA FRANCE
PATTERN

Complete
Set
1.25 to 1.50
\$3.50 per
Medium P.
\$5.00
Medium K.
(Solid Silver)
1.00